

## STRATEGIC STATE PREVENTION PLANNING COMMITTEE MEETING

**LOCATION:** Supreme Court – Lincoln Room

**DATE:** Thursday, 7/15/10

**TIME:** 9:00 am – 12:00 pm

**CHAIRPERSON:** Matt McCarter

**ATTENDANCE:** Matt McCarter, Nancy Lopez, Gayle Hines, Ken Robison, Elisha Figueroa, Sharon Burke, Lt Bob Clements, Karen DesAulniers, Marianne King, Caitlin Zak, Nancy Kunau, DeeDee Phillips, Jan Sylvester, Kevin Bechen, Trevor Newby, Terry Pappin, Nathan Drashner, Jennifer Summers, Laura Thomas

***Vision:** A unified prevention system that empowers Idahoans to have the skills and resources to lead healthy and drug free lives.*

***Mission:** The system exists to promote, enhance and coordinate prevention efforts through a commitment to collaboration among stakeholders, providers and state agencies. Meaningful data is collected and analyzed on an ongoing basis which drives system goals, priorities and funding. **Process Agreements:** Actively participate, Seek to understand, Name the elephant, Practice respectful discourse*

TOPIC	DISCUSSION	ACTION ITEMS
Welcome/Introductions/Content and Approval of Minutes, Matt McCarter	Nancy Lopez made the motion to approve, Marianne King seconded the motion. Motion passed.	
Nathan Drashner - SEOW	<p>The State Epidemiological Outcomes Workgroup (SEOW), a research and development ICSA sub-committee, has refocused their mission to do research and evaluation thereby changing their name to Prevention and Treatment Evaluation and Research. They're the data resource for many of the state agencies that work on substance abuse issues. Their mission is broken down into 2 major areas: 1) research 2) evaluation plus Federal deliverables. Some areas of their work include:</p> <ul style="list-style-type: none"> <li>• Providing a data warehouse for grants, and</li> <li>• A cost-benefit analysis for treatment followed by a cost benefit for prevention.</li> <li>• They will be applying data to the web interface on the upcoming website being developed, BeTheParents.org.</li> </ul> <p><u>Needs:</u></p> <ul style="list-style-type: none"> <li>• How can we create a school climate system data resource? The solution may be in field people linking together to find paths of sources.</li> <li>• There is a need to standardize coalitions.</li> <li>• A directory of resources is needed for checking with each agency to find a contact person.</li> </ul>	<ul style="list-style-type: none"> <li>• Nancy Lopez will email the results of the Jackson's survey to members. Site will also report the survey results in September's meeting so we can have a verbal conversation of the data.</li> <li>• Nathan Drashner will let members know how we are approaching analysis, this is our cost benefit</li> </ul>
"BeTheParents.org" website developer, Derik Ellis of Tsuvo / content discussion	<p>Derik Ellis is the developer for our website which is focused on providing awareness of under-aged drinking to parents.</p> <ul style="list-style-type: none"> <li>• There are two goals: 1) get the conversion we want and, 2) optimize it to its fullest.</li> <li>• Tsuvo offers 3 things: 1) in-depth market analysis, 2) website building, and 3) internet marketing and search engine optimization.</li> <li>• Our goal is to make this the most informative and effective tool on line.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NOTE:</b> The new name for our website is BeTheParents.org (instead of BeTheParent.org).</li> <li>• Email <a href="mailto:gayle.hines@odp.idaho.gov">gayle.hines@odp.idaho.gov</a> for all your future activities related to alcohol topics and events.</li> <li>• Gayle to expand the website category in her original content spreadsheet.</li> <li>• Gayle to send Derik this committee's</li> </ul>

TOPIC	DISCUSSION	ACTION ITEMS
		<p>distribution list in order for Derik to send members the digital copy of the market analysis.</p> <ul style="list-style-type: none"> <li>• Derik will send Matt a framework to upload content areas.</li> <li>• Derik to send a hard copy of the market analysis glossary to Matt.</li> </ul>
<b>211.Idaho.gov</b>	<p>Last month the decision was made to use 211.idaho.gov as our community-based outreach training support and data collection mechanism. It is a free statewide community Information and Referral service.</p> <p>The next step is to identify resources in different areas and then direct the resource collection to 211. The second page of 211.Idaho.gov's website is the program information forum which takes the 211 online requests. The goal is to encourage folks to use this to reflect their groups or organizations.</p>	<ul style="list-style-type: none"> <li>• Matt will talk to 211 about concerns and optimization in their website.</li> <li>• Members are encouraged to put their resources on 211 and match their resources with the categories.</li> </ul>
<b>Coalition of Coalitions update – Karen DesAulniers</b>	<p>One of the main priorities was getting data that will suffice for the DFC (Drug Free Communities) grants and doing a fall conference. Trying to do it in conjunction where people will come in on a Thursday morning and be able to come to one of these meetings, then do a dinner thing, then be able to fly out on Friday to where they need to be. We need to get together more often. First Thursday of November might be an option. Will put the time issue out there again making it easier for people.</p>	
<b>Miscellaneous</b>	<ul style="list-style-type: none"> <li>• Matt McCarter is working on a grant on behalf of the State Department of Education with the focus being drop-out interventions. Matt is describing a strategy whereby we are focused on 50% of Idaho high schools that have the highest drop-out rate or lowest graduation rate. This is a great time to write in for partnerships or any great ideas if you are working with your local high school issues or delinquencies behaviors. How do we get kids who have dropped out re-enter into school?</li> <li>• Nancy Lopez – you may purchase the book, “Reducing Underage Drinking” on line. This book is also available electronically on line at: <a href="http://www.nap.edu/openbook.php?isbn=0309089352">http://www.nap.edu/openbook.php?isbn=0309089352</a></li> </ul>	<ul style="list-style-type: none"> <li>• Email Matt McCarter for any ideas for partnerships for his grant writing.</li> </ul>
<b><u>NEXT PREVENTION PLANNING MEETING: SEPTEMBER 14, 2010 – 9:00 AM–12:00 PM in the Lincoln Conference room (in basement) at the Supreme Court Building at 451 West State Street, Boise</u></b>		<ul style="list-style-type: none"> <li>• Call Office of Drug Policy to get items on the agenda 208-854-3045</li> </ul>